Bachelor of Media
/Public Affairs / Creative Arts
Information Handbook
2012

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FLINDERS UNIVERSITY
School of Humanities

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**View course rule, topic and timetable information online:**  

Find transition information at  

Since printing this handbook, changes may have occurred. For the most up-to-date information regarding degree rules, topics and timetabling, please check the university website  
Introduction

This booklet provides an overview of the Bachelor of Media (Creative Arts) and Bachelor of Media (Public Affairs) and details the topic offerings for 2012.

When you are planning your study programme, please bear in mind that many upper level topics do not run every year. For instance, in Screen and Media, many Upper-level topics will only be offered in alternate years.

Please also check the prerequisites and timetable when selecting your classes. You must satisfy the prerequisites listed for a topic before you will be allowed to enrol in that topic. If you have questions about your topic selection or degree progress, you should make an appointment with either the Course Coordinator, Katie Cavanagh (8201 2077, katie.cavanagh@flinders.edu.au) or with Katherine Sutcliffe (8201 3651, katherine.sutcliffe@flinders.edu.au).

The information in this handbook about reading and assessment is meant as a guide to students when choosing subjects. Do not rely on it. Final assessment and syllabus information is distributed to students in the first week of semester as part of the Statement of Assessment Methods (SAM) forms. Timetable information is available at http://stusyswww.flinders.edu.au/topic.taf.
Course Rule and Program of Study:
Bachelor of Media (Creative Arts)

PROGRAM OF STUDY

To qualify for the Bachelor of Media (Creative Arts), a student must complete 108 units with a grade of P or NGP or better in each topic, according to the program of study below.

1. 54 units of core topics comprising:
   - 18 units of first level topics
   - 18 units chosen from each of List A and List B. (List A is made up of ‘Foundational’ topics; List B comprises topics with a thematic specialisation.)

2. 54 units from the Creative Arts stream.

Core – Year 1 topics

SCME1002 Convergence Cultures (4.5 units)
SCME1001 Media Histories (4.5 units)
SCME1003 Essential Multimedia (4.5 units)

Plus one of:

ENGL1001 Professional English (4.5 units) OR
ESOL1101 English as a Second Language 1 (4.5 units)

Option - List A topics

18 units selected from:

LEGL3112 Regulating Technology (4.5 units)
SCME2005 Media Audiences (4.5 units)
SCME2100 Media Policy (4.5 units) (not offered in 2012)
SCME2108 Multimedia Production (4.5 units)

One of the following can be chosen:

COMP3762 Digital Media Technical Project (4.5 units) OR
SCME3010 Digital Media Content Development (4.5 units)

One of the following can be chosen
SCME3011 Industry Project (4.5 units) (not offered in 2012) OR
SCME3100 Screen and Media Practicum (4.5 units)
Option - List B topics

18 units selected from:

- **HIST2018** Film and History (4.5 units) (not offered in 2012)
- **SCME2001** Television: History and Theory (4.5 units)
- **SCME2003** Non-fiction Form and Ethics (4.5 units)
- **SCME2102** Sex and Gender (4.5 units) (not offered in 2012)
- **SCME3005** Digital Games (4.5 units) (not offered in 2012)
- **SCME3006** From VR to Web 2.0 (4.5 units) (not offered in 2012)
- **SOCI2001** Media, Culture and Society: An Introduction to Sociology (4.5 units)
- **WMST2014** Media and Cultural Identities: Gender, Race and Sexuality (4.5 units)

2. Students must complete 54 units from one of the following:

One Bachelor of Arts major sequence (36 units) selected from the list below, and 18 units of electives; or

Two Bachelor of Arts minor sequences (22.5 units each) selected from the list of major sequences below and 9 units of electives.

Creative Arts stream -- Major and Minor Sequences:
- **English**
- **Creative Writing**
- **Drama**
- **Screen and Media**

*The core component of the Bachelor of Media includes SCME1001 Media Histories, which is part of the Screen and Media major sequence. Students enrolling in the Screen and Media major are therefore permitted to substitute a first year topic in English, Creative Writing, Drama or Australian Studies in place of SCME1001.

Electives can be chosen from topics offered across the University where pre-requisites are met.
Course Rule and Program of Study: Bachelor of Media (Public Affairs)

PROGRAM OF STUDY

To qualify for the Bachelor of Media (Public Affairs), a student must complete 108 units with a grade of P or NGP or better in each topic, according to the program of study below.

1. 54 units of core topics comprising:

   - 18 units of first level topics
   - 18 units chosen from List A
   - 18 units chosen from List B.

   (List A is made up of ‘Foundational’ topics; List B comprises topics with a thematic specialisation.)

2. 54 units from the Public Affairs stream.

Core – Year 1 topics

SCME1002 Convergence-Cultures (4.5 units)
SCME1003 Essential Multimedia (4.5 units)

Plus one of:

INTR1006 International Relations: An Introduction (4.5 units) OR
POLI1003 An Introduction to Democracy and Government (4.5 units)

Plus one of:

ENGL1001 Professional English (4.5 units) OR
ESOL1101 English as a Second Language 1 (4.5 units)

Option - List A topics

18 units selected from:

LEGL3112 Regulating Technology (4.5 units)
SCME2005 Media Audiences (4.5 units)
SCME2100 Media Policy (4.5 units) (not offered in 2012)
SCME2108 Multimedia Production Part 1 (4.5 units)
POLI2002 Government, Business and Society
One of the following can be chosen:
- **COMP3762** Digital Media Technical Project (4.5 units) OR
- **SCME3010** Digital Media Content Development (4.5 units)

One of the following can be chosen
- **SCME3011** Industry Project (4.5 units) (not offered in 2012) OR
- **SCME3100** Screen and Media Practicum (4.5 units)

**Option - List B topics**

18 units selected from:

- **AMST1002** America and the World: The United States in a Global Context (4.5 units)
- **ASST1001** Discovering Asia (4.5 units)
- **ASST3010** Contemporary Indonesian Cinema (4.5 units) (not offered in 2012)
- **DVST1001** The Political Economy in International Development (4.5 units)
- **HIST2018** Film and History (4.5 units) (not offered in 2012)
- **POLI2011** Australian Public Policy: Applications, Issues and Dilemmas (4.5 units)
- **SCME1001** Media Histories (4.5 units)
- **SCME2001** Television: History and Theory (4.5 units)
- **SCME2003** Non-fiction Form and Ethics (4.5 units)
- **SCME2102** Sex and Gender (4.5 units) (not offered in 2012)
- **SCME3005** Digital Games (4.5 units) (not offered in 2012)
- **SCME3006** From VR to Web 2.0 (4.5 units) (not offered in 2012)
- **SOCI2001** Media, Culture and Society: An Introduction to Sociology (4.5 units)
- **WMST2014** Media and Cultural Identities: Gender, Race and Sexuality (4.5 units)

2. Students must complete 54 units from one of the following:

One Bachelor of Arts major sequence (36 units) selected from the list below, and 18 units of electives; or
Two Bachelor of Arts minor sequences (22.5 units each) selected from the list of major sequences below and 9 units of electives.

Public Affairs stream – Major and Minor sequences:
- **American Studies**
- **Criminal Justice**
- **Development Studies**
- **Environmental Studies**
- **History**
- **Indigenous Studies**
- **International Relations**
- **Legal Studies**
- **Political Studies**
- **Public Policy**
- **Sociology**

Electives can be chosen from topics offered across the University where pre-requisites are met.
TOPICS BY SEMESTER, 2012

First Semester

First Year

SCME 1002  Convergence Cultures
ENGL 1001  Professional English (select either S1 or S2)
ESOL 1101  English as a Second Language 1 (select either S1 or S2)
INTR 1006  International Relations: An Introduction
POLI 1003  An Introduction to Democracy and Government
AMST 1002  America and the World: The United States in a Global Context
ASST 1001  Discovering Asia
DVST 1001  The Political Economy in International Development

Upper Level Topics

SCME2108  Multimedia Production
SCME2001  Television: History and Theory
SCME2003  Non-fiction Form and Ethics
SCME3010  Digital Media Content Development
SCME3100  Screen and Media Practicum (either S1 or S2)
SOCI 2001  Media, Culture and Society: An Introduction to Sociology
POLI 2011  Australian Public Policy: Applications, Issues and Dilemmas

Second Semester

First Year

SCME 1001  Media Histories
SCME 1003  Essential Multimedia
ENGL 1001  Professional English (select either S1 or S2)
ESOL 1101  English as a Second Language 1 (select either S1 or S2)

Upper Level Topics

SCME2005  Media Audiences
SCME3100  Screen and Media Practicum
LEGL 3112  Regulating Technology
WMST2014  Media and Cultural Identities: Gender, Race and Sexuality
POLI 2002  Government, Business and Society
COMP 3762  Digital Media Technical Project
SCME3100  Screen and Media Practicum (either S1 or S2)
SCME 1002: Convergence Cultures

Topic coordinator: Karen Vered

Level: First Year
Units: 4.5
Duration: Semester 1
Contact hours: 3 (1 x 1-hr tutorial, 1 x 2-hr lecture)

Aims
- To understand technical, social and cultural contexts for new media developments
- To acquire a working vocabulary relevant to understanding and expressing ideas about digital media
- To become familiar with a range of digital media practices
- To practice and improve critical reading skills and related scholarly writing skills

Syllabus
This topic explores concepts and applications in digital media and media convergence. Technical, theoretical and cultural developments relevant to the convergence of media and the emergence of new media will be examined. Areas of study may include interactivity, digital formats, and business practices.

Text books
A Topic Reader will be available from Unibooks

Recommended:

Assessment
Assessment will include written and oral assignments-- Project; Test(s); Oral; Seminar.
SCME 1001: Media Histories

Topic coordinator: John McConchie

Level: First Year
Units: 4.5
Duration: Semester 2
Contact hours: 4 hours per week comprising:
  - 1 1-hour lecture weekly
  - 1 1-hour tutorial weekly
  - 1 2-hour film screening weekly

Syllabus
Students will explore media and their historical contexts. By examining historical circumstances, philosophies and artistic movements, the topic situates media developments and movements in their wider social and cultural settings. The topic sheds light on important background to contemporary practices.

Topic Aims
- To become familiar with a selection of media styles and their historic precedents
- To understand social and cultural contexts for media developments
- To understand media movements in their past and present configurations
- To practise and improve critical reading skills
- To practise and improve scholarly writing skills

Expected Learning Outcomes
- Students will demonstrate a familiarity with a selection of media forms and styles
- Students will demonstrate an understanding of the historical circumstances in which selected media movements
- Students will learn to read critically and distinguish a claim from evidence
- Students will gain practice in scholarly writing and learn to argue a claim with evidence

Text books
A course reader will be available from Unibooks

Assessment
Assessment will include written and oral presentation of concepts covered in lectures, readings and tutorials as assigned and final test.
SCME 1003: Essential Multimedia

Topic coordinator: Katie Cavanagh

Level: First Year
Units: 4.5
Duration: Semester 2
Contact hours: 3 hours comprising:
   1 1-hour lecture,
   1 1-hour seminar,
   1 1-hour workshop
Prerequisites: 1 Admission into BCreatArts
1a Admission into BMedia
1b Admission into BScCDM
Must Satisfy: ((1 or 1a or 1b))
Corequisites: None

Syllabus
The topic introduces fundamental principles of multimedia design for websites and other digital media. Students will learn to analyse, critique, and produce basic multimedia. A variety of production software will be introduced in lessons and practicals, with an emphasis on gaining skills which form the foundation for digital media production.

Topic Aims
- To understand social, design and technical contexts for digital media production.
- To acquire a working vocabulary relevant to understanding and expressing ideas about digital media.
- To combine media theory with production practice in the recognition that they are two parts to one whole.
- To familiarise students with fundamental design principles.

Expected Learning Outcomes
On completion of this topic students will:
- be able to convey ideas in a variety of digital media formats combining text and original imagery
- have gained a working vocabulary of concepts relevant to digital media design and practices have learnt to manipulate photographic works

Text books TBA
Assessment
Assessment will include written and oral assignments-- Project; Test(s); Oral; Seminar.
ENGL 1001: Professional English

Topic coordinator: Dymphna Lonergan

Level: First Year
Units: 4.5
Duration: Semester 1 or Semester 2
Contact hours: 1 1-hour lecture fortnightly
1 1-hour workshop weekly

Syllabus:
This topic helps students to develop their oral and written English language skills for use in the workplace. It gives practice in writing and interpreting documents of the kinds encountered in all areas of professional life. The subjects covered include: English grammar, syntax and idiom, the format of workplace documents, persuasive writing, officialese and jargon, constructing logical arguments, and business presentations. This topic is taught in semester 1 and semester 2.

Topic Aims
This topic aims to:
- develop the skills and understanding necessary for effective communication -- both written and oral -- in the workplace
- function as a practical topic, using 'real world' materials wherever possible
- emphasise the use of plain, concise, accurate English in writing documents of the kind encountered in many professional fields
- revise English usage, grammar, syntax and punctuation will be revised
- examine and produce typical workplace documents such as employment applications, letters, emails and opinion pieces for publication
- address how to write persuasively, how to construct a logical argument, and how to give a convincing public presentation as part of a research team.

Expected Learning Outcomes
Upon the completion of the topic, students will have:
- learned how to communicate effectively in a range of work-related situations
- acquired the skills to prepare and present an argumentative essay on a topic within their professional expertise
- mastered editing and proofreading skills
- operated under 'workplace discipline' and acquired high standards of time management through meeting timeline obligations and taking up an effective role in a collaborative research team
- demonstrated their competence by satisfactorily completing a range of assignments and achieving a satisfactory grade in a final examination

Text books TBA
Assessment
Examination 35%; Assignment(s); Team presentation.
ESOL 1101: English as a Second Language 1

Topic coordinator: Jeff Gil

Level: First Year
Units: 4.5
Duration: Semester 1 or 2
Contact hours: 2 (1 x 2-hour workshop weekly)
Prerequisites: Enrolment requires approval of the topic coordinator
Corequisites: none

Syllabus
This topic is only available to ESL students. It replaces the Professional English requirement for those students. An ESL student is defined as a student from a non-English speaking background with an IELTS score of less than 7 who has lived in an English-speaking country for fewer than 5 years and did not attend high school in an English-speaking country or through English as the medium of instruction.

The aim of this topic is to extend students' knowledge of the basic skills of communicating in English. It will focus on the skills of writing academic assignments, including planning essays and paragraph construction, vocabulary, grammar and listening skills. The grammar component will be based on correcting those errors that are commonly found in students from non-English speaking backgrounds. This topic aims to teach English language skills, particularly those related to writing, reading, grammar and listening within an academic context.

This topic aims to:
- enable students to communicate effectively in an academic context
- introduce a process-based approach to writing
- build academic vocabulary
- consolidate basic English grammar

Expected Learning Outcomes
On completing this topic students will be able to:
- plan, draft and edit a range of written assignments
- present a set of logically related ideas in written format
- understand and use correct grammatical forms in written English
- utilise language in everyday and academic contexts

Text books: TBA

Assessment
Test(s); Examination 30%
LEGL 3112: Regulating Technology

Topic coordinator: Paul Marks

Units: 4.5
Duration: Semester 2
Contact hours: 1 2-hour tutorial weekly
1 2-hour seminar weekly
Prerequisites: 9 units of second level LEGL or SCME topics
Corequisites: none

Syllabus

Technological change has a profound impact on society. This topic provides students with a broad understanding of the ways in which society, through regulation, grapples with the effects of technology. The topic, therefore, examines the various influences on the development of policy and law designed to regulate new and emerging technologies. The topic draws on a number of case studies and provides a critical perspective on the development of law designed to regulate intellectual property, the pervasive influence of the internet and the rapidly changing face of the workplace. The topic also provides students with the opportunity to develop an understanding of their responsibilities concerning the use of technology as well as the chance to critically analyse the relationship between technology and law.

Aims
This topic aims to:
- develop students' ability to think critically about how information technology influences culture
- enable students to identify the stakeholders and issues driving technological development and its regulation
- develop students' understanding of the Australian and global regulatory frameworks concerning information technology
- develop research and group work skills

Expected Learning Outcomes
Upon the completion of the topic it is expected that students will be able to:
- identify significant technological change and explain its influence on culture
- identify and discuss the influence of various stakeholders on the development of legal regulation of technology
- describe international and domestic frameworks that regulate technology
- demonstrate enhanced research and group work skills

Text book: TBA

Assessment
Written assignments; Seminar participation.
SCME 2005: Media Audiences

Topic Co-ordinator: Melanie Swalwell

Level: 2nd year
Units: 4.5
Duration: Semester 2
Contact hours: 4 hours per week (1x 2-hr lecture, 1x 2-hr tutorial).
Prerequisites: SCRN1000 OR SCRN1002 OR MDIA1002 OR 4.5 units of first level SCME topics

Note: In 2012, this topic will be offered in intensive mode. This means that classes will run during the first 6 weeks of semester only. The topic will also be available externally.

Syllabus
This topic surveys some of the major approaches to media and audience -- including media effects and structural models (gender, class, ethnicity, etc), interpretive, filmic and televisual spectatorship, fan based -- and methods for conducting audience research. We will consider the potentials and limitations of each of these, and the challenges which newer media pose to various conceptions of audience.

Aims
1. To introduce students to key concepts and major debates in audience studies.
2. To develop a vocabulary and theoretical framework for discussing media audiences, and audience research methods.
3. To develop skills in reading, analysis, listening, facilitation, and writing.

Expected Learning Outcomes
- be familiar with key concepts, debates and methods in contemporary audience studies and be able to critically interrogate these
- have demonstrated developing skills in oral and written communication

Textbook
Readings will be available from the Library in physical and electronic form.

Assessment
Reading responses; Tutorial facilitation; Tutorial participation; Written assignment
**SCME 2108: Multimedia Production Part 1**

**Topic coordinator: Katie Cavanagh**

Level: Upper Level  
Units: 4.5  
Duration: Semester 1  
Contact hours: 3 hours (1x1-hour lecture weekly; 1x2-hour workshop weekly)  
Prerequisites: 1 Admission into BMedia, 1a Admission into BCreatArts, 1b Admission into BScCDM, 2 MDIA1001. Must Satisfy: ((1 or 1a or 1b) and 2)

**Syllabus**
Multimedia Production builds on the practical skills and knowledge introduced in Essential Multimedia. This topic presents a practical and detailed study of digital media, including working with vector, pixel, and multimedia programs. A mix of design-based projects allows students to learn advanced multimedia design and production techniques while working to realistic project briefs.

**Aims**
- To gain experience working as a team member in a creative, multimedia production environment.
- To gain experience in a range of multimedia production techniques.
- To create and manipulate composite images and digital texts.
- To increase fluency with critical vocabulary and concepts needed to discuss digital media design at a professional level.

**Expected Learning Outcomes**
On completing this topic students will:
- have become aware of a range of technical and design options contributing to high quality digital presentation
- have demonstrated their ability to use original photographic and digital images in multimedia production
- be able to draft the necessary pre-production documentation that guides digital production - user documentation, scoping documents, site maps, storyboards, and non-linear scripts
- have become aware of the design principles and production processes underlying the combination of text, photographic and drawn images in an interactive, digital environment.

**Text books** TBA  
**Assessment** TBA
COMP 3762: Digital Media Technical Project

Topic coordinator: Denise de Vries

Level: 3rd year
Units: 4.5
Duration: Semester 2
Contact Hours: 1 30-minute seminar per semester
1 1-hour supervised study weekly
1 9-hour project work weekly
Prerequisites: 1 Admission into BScCDM
1a Admission into BMedia
2 Admission into BCreatArts
3 1 of Digital Media Stream
4 72 units of topics
Must Satisfy: (((1 or 1a)) or (2 and 3)) and (4)

Syllabus
This topic provides practical experience in a significant project in an area of digital media technology. The objective is for students to gain well rounded experience in professional practice. Projects may be offered as group projects and industrial projects may be offered.

Projects are generally software-based, although sometimes they may involve investigation of theory. Projects cover the whole systems development life cycle from analysis through design to implementation. The project work will involve project management, comprehensive document preparation and a presentation.

The project will be supervised by an academic staff member. The projects offered will be determined by the topic co-ordinator in consultation with the potential supervisors.

Students are assigned in groups to a project supervisor. There are no lectures in this topic, although students will be expected to do the equivalent of at least 10 hours per week of practical work for a semester including attending regular meetings with their group and with their project supervisor.

Aims
This topic provides third-year Computing and Digital Media students the opportunity to:

- Apply skills and knowledge gained in their course to the systematic development of a complex computer-based digital media production, including the use of advanced tools in the area
- Apply their skills and knowledge in a professionally responsible manner
- Communicate effectively with other computer scientists, IT specialists and members of the wider community using a range of communication technologies
- Work professionally as an individual and in a team
- Develop a computer-based solution including digital media artefacts appropriate to the social, political, economic and environmental context of the project
- Contribute successfully to project management
- Search, access, and analyse research literature as part of the process of developing solutions to problems

**Expected Learning Outcomes**

At the completion of the topic, students are expected to be able to:
- Participate in a significant group project in an area of computer science, specifically in the digital media arena
- Gain experience in professional practice
- Gain first-hand practical experience in aspects of the systems development life cycle, including the development of system requirements, system design, system testing, system implementation and evaluation
- Gain experience in formal document preparation
- Gain experience in the preparation and delivery of a formal oral presentation
- Gain practical experience and proficiency as an active and valued member of a project team
- Gain practical experience in project management
- Gain practical experience in communicating effectively with clients, users and project group members

**Notes:**

*Project Work assigned (no classes scheduled)*

*Seminars are held in week 14, times & locations will be confirmed at a later date.*

Supervised Study – Student groups organised in week 1, must attend group meetings as negotiated by each group.
SCME 3010: Digital Media Content Development

Topic coordinator: Karen Vered

Units: 4.5
Duration: NS1
Contact Hours: off campus
Prerequisites:
1 Admission into BA
1a Admission into BCreatArts
1b Admission into BMedia
1c Admission into BScCDM
Must Satisfy: ((1 or 1a or 1b or 1c))

Syllabus
In this topic, students will work in small teams on the development of digital media content. Teams will develop concepts for products or services and create the necessary documentation that accompanies a development process including business, technical and marketing plans. Throughout the process, teams will be guided by professional mentors and participate in intensive workshops with instruction from professional practitioners in the industry. The projects will culminate with the teams’ presentations to a panel of investors.

Note: Contact hours are determined by the needs of the individual project and will therefore vary from week to week.

Aims
This topic aims to:
- introduce students to intellectual property, technology and market constraints that shape the possibilities for digital content and services
- develop students' skills in professional collaboration in teams
- provide students with experience in the processes of documentation as they are required for product/service development for investment
- give students the opportunity to develop a product or service for digital media delivery
- practice in pitching products to potential investors
SCME 3100: Screen and Media Practicum

Topic coordinator: Alison Wotherspoon

Level: Upper Level
Units: 4.5
Duration: Semester 1 OR 2
Contact Hours: 2 2-hour seminars per semester
1 1-hour workshop per semester
1 100-hour field placement per semester
Prerequisites: 1 Admission into BA
1a Admission into BCreatArts
1b Admission into BMedia
2 9 units of second level SCME, SCRN or MDIA topics
Must Satisfy: ((1 or 1a or 1b) and 2)

Syllabus
This topic allows students to gain work experience in the creative arts, screen and media industries by taking up a project or position with an approved industry partner. Students will attend an orientation with University staff, two seminars with the Topic Coordinator, and complete 100 hours on field placement. Students may also be required to attend career skills workshops across the semester.

Topic enrolment is subject to approval from Topic Coordinator. Only students who have attended the orientation in the previous year will be allowed to take up the Practicum. This is a professional training topic and pre-planning is an essential skill to be demonstrated by attending the orientation.

Aims
This topic aims to:
- assist students in identifying a career path and beginning the transition from study to employment
- expose students to current practices in the production and management of projects in the creative arts, screen and media industries
- provide students with work experience and industry contacts that may assist their entry to the workforce
- offer students practice in resume writing, interview technique and negotiation for professional development in the creative arts, screen and media industries
SCME 2001: Television History and Theory

Topic coordinator: Karen Orr Vered

Level: Upper
Units: 4.5
Duration: Semester 1
Contact hours: 1 3-hour seminar

Syllabus
Students will examine the history of television as a cultural form, the ways that TV has been studied, and a range of possible future directions for television's development. The exploration of television will be framed by questions of commercialisation and public good, national and global imperatives, location, mobility and consumption, regulatory schemes, media convergence, aesthetics, programming and formats. Students will complete regularly scheduled reading and writing assignments, an oral presentation, and a research project. The topic is delivered as a seminar with screening material included within the seminar meeting because Television Studies relies on the use of many clips and shorter screenings.

Aims
This topic aims to:

- familiarise students with the social and cultural significance of television worldwide
- develop in students an understanding of the history of Television Studies
- develop in students a working vocabulary relevant to key issues in the field of Television Studies
- give students the opportunity to explore their relationship with television in an effort to theorise consumer practices

Text books
Course readings are compiled in a Reader, available for purchase from Unibooks. Some readings may be accessed on-line.

Assessment
Assessment will include a combination of assignments from among the following: written and oral summaries, reports and presentations, essays, and tests.
SCME 2003: Non-Fiction Form and Ethics

Topic coordinator: Julia Erhart

Level: Upper Level
Units: 4.5
Duration: Semester 1
Contact Hours: 1 1-hour lecture weekly
1 1-hour tutorial weekly
1 2-hour film screening weekly

Syllabus
This topic considers aesthetic forms and ethical components of non-fiction media within their specific historical contexts. Students may encounter a spectrum of non-fiction forms and rhetorics, ranging from older-style documentaries (e.g., expository, expressionist, and observational documentary practices) to televisual production (tabloid journalism, reality TV) to blogs and other newer media formats. The ethics circumscribing non-fiction production are paramount, leading us to consider matters of truth and responsibility as well as a director’s accountability to audience and subject.

Aims
This topic aims to:
- provide students with a chance to become familiar with the rhetorical strategies commonly found within non-fiction media
- provide students with an opportunity to formulate an informed opinion about what non-fiction media is, and how it differs from fictional work
- assist students in becoming familiar with different non-fiction "modes"
- provide students with opportunities to explore the ethics of non-fiction media

Text Books
Topic Reader available from Unibooks

Assessment will include some or all of the following: written and oral presentations and summaries, and essays
SOCI 2001: Media, Culture and Society: An Introduction to Sociology

Topic coordinator: Dr E de la Fuente

Units: 4.5
Duration: Semester 1
Contact Hours: 1 2-hour lecture weekly

Aims
- For students to gain an understanding of sociological lines of inquiry into communication; and closely related fields such as the history of communication, communication theory and the study of communication practices.
- For students to acquire a solid understanding of key concepts that sociologists use when they study communication; and especially debates about the sociological implications of specific media.
- For students to obtain a basic understanding how they themselves might undertake a project in the sociological study of communication media and/or practices.

Syllabus
From the moment we wake up, to the moment we go to sleep, central to our everyday routines is the presence of communication media. These include everything from newspapers to iPods, televisions to laptops, postcards to mobile phones - in short, the various technologies and media that we use to 'connect' with each other and with the wider world. But, if as Marshall McLuhan claimed, 'the medium is the message', how do these different technologies and media impact how we see the world? This topic will cover questions such as: why is reading a solitary activity? Does television impact our emotional involvement in the 'suffering' of others? Why do we use music to negotiate our moods and energy levels? And is the mobile phone a more democratic and less formal way to stay in touch?

Text Books
TBA

Assessment
TBA
WMST 2014: Media and Cultural Identities:

Gender, Race and Sexuality

Topic coordinator: Barbara Baird

Level: Upper Level
Units: 4.5
Duration: Semester 2
Contact Hours: 1 2-hour lecture weekly, 1 50 minute tutorial weekly

Syllabus
The topic will critically explore representations of gender, race and sexuality in a number of media and popular culture genres. It will investigate the ways that interaction with media both reproduces and challenges existing social and cultural relations of power. Students will be introduced to contemporary approaches to analysing the production of media, the interpretation of media texts by audiences and the multiple meanings that all media texts embody, in relation to the formation of cultural identities. Students will have the opportunity to develop specific skills in media analysis and will undertake collaborative research projects.

Aims
This topic aims to:
- understand relationships between the production of and engagement with media representations and cultural identities (especially those related to gender, race and sexuality)
- identify and analyse key discourses and genres in media representations and the ways in which power relations are challenged as well as reproduced in the ways we interact with media
- develop skills in analysing media texts
- to develop skills in researching and communicating about a specific media form
- develop oral presentation skills

Text Books
TBA

Assessment TBA
**INTR 1006 International Relations: An Introduction**

**Topic coordinator:** Dr Maryanne Kelton

**Level:** First year  
**Units:** 4.5  
**Duration:** Semester 1  
**Contact Hours:** 2 50-minute lectures weekly  
1 50-minute tutorial weekly

**Syllabus**

Peace, cooperation, war, conflict, nationalist claims. Ever wondered why these phenomena occur? INTR1006 provides insights into relations between countries in the realms of political economy, security and military strategy, international law and culture. It studies the relationships within the international system and global community that form the modern world. The topic concludes with an investigation into contemporary global concerns, including those of poverty, energy resources, the environment and religion. Thus it offers the opportunity for students to be more informed in the matters of their increasingly internationalised world. INTR1006 serves as a basic introduction to, and provides essential background information for, many themes that are taught in other upper level topics within the Department of International Relations.

**Aims**

This topic provides an introduction to the contested legacy of September 11, 2001 in international relations. It serves as a basic introduction to, and provides essential background information for, many themes that are taught in other topics within the School of International Studies, and in the International Relations stream in particular. The curriculum is organised thematically. The topic focuses on particular issues whose legacy continues to have a profound but much debated impact on international relations in the twenty-first century, in areas of political economy, warfare in the nuclear age, terrorism, the collapse of empire, and nationalism. It also examines the role of particular states and regions during and after the Cold War.

**Expected Learning Outcomes**

Students successfully completing this topic should be able to:

- acquire an introductory appreciation of the international system and of the academic 'international relations' stream which is devoted to its analysis
- develop research and critical reasoning skills through reading and library work relating to tutorials and written assignments
- develop professional writing skills by producing written assignments and develop oral communication skills through tutorial discussions.

**Text Books** TBA  
**Assessment** Examination 30%, assignment(s)
POLI 1003 An Introduction to Democracy and Government

Topic coordinator: Hayden Manning

Level: First year
Units: 4.5
Duration: Semester 1
Contact Hours: 2x50-minute lectures weekly
1x50-minute tutorial weekly

Syllabus
This topic explains how liberal democracy developed in the Western world and in at least one recent emerging democracy. The topic studies contemporary democracy and government in Australia viewed against its origins in British and American democracy and, more broadly, the ideas that inspired democracy and the evolution of citizenship. The topic explores how Western political ideas and values influence current policy debates and introduces questions concerning the power of the media, big business, labour unions and social movements. Students will also examine the key institutions of government, and how they work and have changed over time. Students will also ponder political life in a country with an authoritarian system of government. The topic will also focus on a few key policy disputes over matters such as, refugee, indigenous and climate change policy and whether Australia should adopt a bill of rights.

Aims
- To introduce students to the study of politics, political ideas and power relations in Western liberal democracies and encourage them to discuss and debate key issues as though they were part of the government.
- Encourage students to examine their own political values and reflect on how these values are also shared in by citizens in other liberal democratic societies.
- Encourage students to consider what it is like to live under authoritarian or dictatorial government
- To introduce students to at least 4 areas of current public policy debates
- To develop essential research and writing skills, critical analysis of political issues and the ability to present a verbal argument.

Text Books
TBA

Assessment TBA
**POLI 2002 Government Business and Society**

**Topic coordinator: TBA**

- **Level:** Upper Level
- **Units:** 4.5
- **Duration:** Semester 2
- **Contact Hours:** 2x50-minute lectures weekly
  1x50-minute tutorial weekly

**Syllabus**
The relationship between government, business and society is the arena in which the politics that shape the nature of our modern world are played out. Against the political and institutional power of elected government, business is a key economic and social actor, central to the creation of wealth through investment, production and employment. Political and business power is matched by the growing influence of the interconnected and multi-layered non government institutions that make up 'civil society'. This topic explores these relationships and what is expected of the role of government. International comparisons are also used to provide different perspectives of the role of government in the economy. Assessment will be based on a written case study, a series of short on line multiple choice quizzes and examination.

**Aims:**
- To provide an introductory understanding of the respective roles of government institutions, business enterprises, and non government organisations, and the relationship of each to the wider society;
- To analyse the impact of government and public policy on the business sector;
- To analyse the impact of the business sector, trade unions and non-government organisations on government via lobbying and other forms of the exercise of political power;
- To contrast the Australian experience of relating government, business and society with the experiences of other countries and regions;
- To assist students to further develop skills in comprehension, research, bibliography, analysis, verbal argument and professional writing

**Text Books**
TBA

**Assessment** TBA
AMST 1002 America and the World:
The United States in a Global Context

Topic coordinator: Don DeBats

Level: First Year
Units: 4.5
Duration: Semester 1
Contact Hours: 2x50-minute lectures weekly
1x50-minute tutorial weekly

Syllabus
This topic begins with a broad background to contemporary American foreign policy, focusing on isolationism, the emergence of the United States as a major world power, the Cold War and the uncertain world of post Cold War US foreign policy. The second half of the topic emphasises the influence of the US in shaping a global economy built upon free trade and looks carefully at the debates over current American foreign policy. The topic concludes with an examination of the September 11 terrorist attacks and subsequent changes in US foreign policy.

Aims
- To understand the broad development of US foreign policy, different views on that policy and the process by which that policy is sustained or changed
- Introduce students to different types of sources and encourage them to critically analyse and assess these sources
- Introduce students to academic styles of communicating in both written and oral form

Text Books
TBA

Assessment
Examination 35%, assignment(s), test(s), tutorial participation, tutorial presentation
**ASST 1001 Discovering Asia**

**Topic coordinator:** Rosslyn von der Borch

**Level:** First Year  
**Units:** 4.5  
**Duration:** Semester 1  
**Contact Hours:** 2x50-minute lectures weekly  
1x50-minute tutorial weekly

**Syllabus**
This topic is a survey course designed to introduce students to the study of the broad physical, cultural and political environments of Monsoon Asia. It introduces a range of religious and cultural backgrounds that provide tools for understanding Asian societies and political systems, along with key concepts such as colonialism, nationalism, development and modernity. Students will have the opportunity to acquire skills and experience in scholarly research, reading, analysis and writing. The topic is designed to prepare students for further studies in Asian Studies, History, Development Studies, International Relations and International Studies.

**Aims**
Discovering Asia is intended to impart to students a broad understanding of contemporary Asia through a survey of the social, cultural, religious and historical factors that have contributed to the evolution and development of the region. It explicitly tries to free the study of Asia from Eurocentric and colonialist perspectives, and to enable and encourage students to engage in more advanced studies of Asian societies.

**Text Books**
TBA

**Assessment** Examination, assignment(s), tests, tutorial participation
**DVST 1001 The Political Economy in International Development**

**Topic coordinator:** Geri Pye

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**Syllabus**

This topic will introduce students to the political economy of development and underdevelopment in Africa, Asia and Latin America. A historical survey of the pre-colonial and colonial eras in these regions will be followed by an emphasis on political and economic transformations in the post-World War II era. Contemporary regional and thematic studies of the uneven nature of 'development' will complete this topic.

The topic will integrate empirical studies of political and economic processes in various Third World societies with the conceptual frameworks which have arisen to attempt to explain these processes, including theories of 'modernisation', 'dependency', 'uneven development' and 'globalisation'.

**Aims**

The topic aims to introduce students to peoples and places of those areas of the world which are often called the 'developing world' or 'third world'. It aims to help students discover that both the 'developing world' and Third World are terms which mean different things to different people.

**Text Books**

TBA

**Assessment** Assignment(s)
**POLI 2011 Australian Public Policy: Applications, Issues and Dilemmas**

**Topic coordinator: TBA**

**Level:** Upper Level  
**Units:** 4.5  
**Duration:** Semester 1  
**Contact Hours:** 2x50-minute lectures weekly  
1x50-minute tutorial weekly

**Syllabus**

Behind the everyday politics played out in Parliament and the media are debates on public policy issues which will determine the future direction of our economy and society. This topic examines current debates in major policy areas such as climate change, health, welfare and indigenous affairs. It seeks to identify both the principles of public policy which are being applied and the practical politics which will determine outcomes.

**Aims**

To provide students with the opportunity to:
- understand the way in which public policy principles and practical politics shape the development of public policy in Australia
- identify the issues at stake in debates about particular policy issues and controversies
- explore in detail the key issues and dilemmas which are shaping public policy in a number of major policy areas
- analyse the role of policy communities, other stakeholders and the media in shaping policy debate
- compare the Australian experience with other relevant political systems
- provide students from a variety of backgrounds and interests - including political science, social work and business studies - with a practical and applied focus for their studies
- encourage and develop a good standard of academic and professional written presentations

**Text Books**

TBA

**Assessment** Written assignments, on-line multiple choice quizzes, examination